

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 04548 280425Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W

-----107416 281155Z /40

R 280348Z JUL 77

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 4422

UNCLAS TAIPEI 4548

E.O. 11652: N/A

TAGS: BPRO, TW

SUBJECT: FOREIGN FRANCHISING OPPORTUNITY: FAR EASTERN DEPARTMENT
STORES LTD. SEEK FAST FOOD FRANCHISES

REF: CCP FY77

1. FAR EASTERN DEPARTMENT STORES LTD., A WHOLLY-OWNED
SUBSIDIARY OF THE FAR EASTERN GROUP AND THE LARGEST DEPARTMENT
STORE CHAIN IN THE REPUBLIC OF CHINA, NOW CONTEMPLATES ENTERING
INTO FAST FOOD BUSINESS. FIRM PLANS TO SET UP A U.S. FAST FOOD
CENTER IN ITS NEW STORE IN TAIPEI SCHEDULED TO BEGIN OPERATION
OCTOBER 1977.

2. FAR EASTERN PARTICIPATED IN U.D. DOC'S IN-STORE PROMOTION
PROGRAM IN 1973 AND 1976 WITH EXCELLENT RESULTS AND HAS
CONTINUED ITS EFFORTS TO PROMOTE THE SALE OF U.S. CONSUMER GOODS.
THE FIRM PROPOSES TO ESTABLISH A U.S. FAST FOOD CENTER, THE
FIRST ONE IN TAIWAN, IN ITS NEW TAIPEI STORE AND SUBSEQUENTLY
IN ITS FOUR STORES IN OTHER MAJOR CITIES. EACH OF THE
PROJECTED FOOD CENTERS WOULD BE DESIGNED TO ACCOMODATE
4 OR 5 DIFFERENT TYPES OF U.S. FAST FOOD/SNACKS SUCH AS
HAMBURGERS, SANDWICHES, DONUTS, FRIED CHICKEN, PIZZA,
ICE CREAM, ETC., TO BE OPERATED UNDER FRANCHISING
AGREEMENTS WITH U.S. FIRMS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 TAIPEI 04548 280425Z

3. EMBASSY REQUESTS USDOC ASSISTANCE IN LOCATING
INTERESTED U.S. FAST FOOD CHAINS FOR FAR EASTERN ASAP
AS FAR EASTERN HOPES TO ESTABLISH THE FIRST CENTER IN ITS
NEW TAIPEI STORE BY OCTOBER. INQUIRIES SHOULD BE DIRECTED
TO EMBASSY'S COMMERCIAL ATTACHE FOR TRANSMITTAL TO FAR
EASTERN FOR CONSIDERATION.
UNGER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 28-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TAIPEI04548
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770270-0644
Format: TEL
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t1977077/aaaaafzf.tel
Line Count: 62
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 10c7676d-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 17-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1899381
Secure: OPEN
Status: NATIVE
Subject: FOREIGN FRANCHISING OPPORTUNITY: FAR EASTERN DEPARTMENT STORES LTD. SEEK FAST FOOD FRANCHISES
TAGS: BPRO, TW
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/10c7676d-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009